

Press Release

Dalmia Cement kicks off festive season with new campaign, asks consumers to consider 'Apni Personal Space'

- *Launches digital campaign focused on families' experiences during the lockdown*

New Delhi, 30th October 2020: Dalmia Cement, a leading Indian Cement brand, today launched a digital campaign- **Apni Personal Space**- which focusses on consumers' lives during the coronavirus induced lockdown.

The campaign is led by two digital films- which focus on the family life of two couples, and how they see their present and future, of living together with the challenges and joys of being at home for a prolonged period. The campaign's main insight, 'It's not just about staying together, but staying together, happily' drives the narrative forward.

Pramesh Arya, Executive Director- Marketing, Dalmia Cement (Bharat) Limited, said, "The last few months have been a once-in-a-lifetime experience for all of us. During our field teams' outreach efforts, we learnt consumers around the country have already been thinking about how to make their homes future ready. All of us are thinking about our quality of life in a new manner today, and Dalmia Cement's promise of Future Today will help consumers take this thought forward in their home building journey."

Neeraj Sancheti, CEO and Co-founder, Kreativ Street, the brand's digital agency which conceptualized the campaign said, "This campaign brings alive Dalmia Cement's core promise, Future Today, in the context of the evolved need of housebuilders today. With more and more people working from home, the need for personal space is a real thing now. It not just affects work but also everyone's mental peace. Based on this insight, we crafted these two films to start the conversation around the need for personal space"

Over the lockdown period, and the various Unlock phases, the brand has offered a complete suite of services to consumers virtually, helping continue and start construction at a time when labour shortage, local lockdowns and other challenges have impacted home building. With the lockdown easing, construction is rapidly picking pace in regions with low infection rates. Increasing availability of labour in most markets has also helped.

The campaign is live on YouTube, Facebook and other digital channels, and the brand is also rolling out a comprehensive influencer marketing strategy to increase engagement. Consumers will be asked to share their own #ApniPersonalSpace stories through the campaign website site and the brand's social media channels as they make plans for their future homes.

YouTube Link: <https://www.youtube.com/watch?v=-TPBulsw8Ts&list=PLE2yzONXPPMfUcsXGmnKqzqJoypMRf47r&index=1>

About Dalmia Cement (Bharat) Ltd.

Dalmia Cement (Bharat) Limited (DCBL), a subsidiary of Dalmia Bharat Limited (BSE Code: 542216 | NSE Symbol: DALBHARAT), is a leading player in the Indian cement Industry and has been in existence since 1939. Dalmia Cement has the lowest carbon footprint amongst all cement companies globally. Dalmia Cement was the first Indian company to join RE100, and the first company in the world to join both the EP100 and RE100 - showing real business leadership in the clean energy transition by taking a joined-up approach. With a growing capacity, currently pegged at 27 MnT, Dalmia Cement has the fourth largest manufacturing capacity in India. With manufacturing operations spread across nine states and 13 manufacturing units, the company is a category leader in super-specialty cements used for oil well, railway sleepers and air strips and is the country's largest producer of slag cement. The company markets its products in 22 states and union territories across India, with its consumer brands Dalmia Cement, Konark Cement and Dalmia DSP Cement, and its institutional products marketed as Dalmia InfraPro. It has also partnered with International Finance Corporation to promote sustainable business. Visit us at <http://www.dalmiacement.com>

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